

# K LINER

Vol. 42, No. 3  
April, 1983



## INSIDE

*What's New for '83?*  
Some newly introduced, redesigned departments, such as home accessories and Kitchen Korner, previewed during the 1983 District Managers Conference. More on the conference, page 3.

Also, excerpts from the 1982 Annual Report, outlining K mart's merchandising path, page 1.

Calling on all photo buffs. It's time once again to grab some film and shoot to your heart's delight. Grand prize — \$100 Savings Bond and other prizes. Page 5.



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## N · E · W · S B · R · I · E · F · S

For the third year, K mart will co-sponsor The Rowan Report, a radio commentary on national and international affairs that airs daily in the country's 40 largest metropolitan areas. These broadcasts will air during 1983.

Carl T. Rowan is read, seen and heard by more Americans than almost any other journalist. He appears on popular public affairs programs and writes a syndicated newspaper column that reaches almost half the homes in the U.S.

Rowan has received more than 30 honorary degrees from American colleges and universities. He is in great demand as a lecturer, and appears at numerous black colleges and institutions across the country.

Rowan says he is delighted that Kmart is co-sponsoring a program that thousands of black parents regard as a major influence on the education of their children.

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Sales for the five weeks ended March 30, 1983 were \$1,544,936,000, a 13.3% increase over the previous year's sales, which were \$1,364,106,000.

Chairman B. M. Fauber says, "The March increase, following the 8.6% rise in February, reinforces our conviction that consumers like what they see in the economy as well as the merchandising changes at Kmart. Sales from comparable Kmart stores increased 11.8%."

As of March 30, 1983 there were 2,375 stores compared with 2,383 on March 31, 1982.

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The Board of Directors of Kmart Corporation on April 19, 1983 approved that a cash dividend be paid on June 13, 1983, on the outstanding shares of the corporation's common stock to holders of record on May 20, 1983, in the amount of 27¢ per share. This represents an increase in the annual rate from \$1.00 to \$1.08.

### April Store Openings

Region	Location	Opening
C	2001 - Livonia, MI	April 21
C	2002 - Clawson, MI	April 21
C	2003 - Warren, MI	April 21
C	2004 - Rochester, MI	April 21
S	7150 - Miami, FL	April 14
S	7263 - Naranja, FL	April 14
S	7537 - Memphis, TN	April 14
W	3592 - Las Vegas, NV	April 7

## A REVIEW OF 1982

In the recently published annual report, K mart's growth strategy for the ensuing years was highlighted as our commitment to new store layouts, a new merchandising program and computer technology. Here are excerpts.

**Goodbye to the K mart of the '60s, hello to the K mart of the '80s.**



B. M. Fauber, Chairman and Chief Executive Officer in the 1982 report's "To Our Shareholders," concentrates K mart's next move on a new merchandising strategy.

Over the past three years, Kmart Corporation has carefully and deliberately implemented a strategy for growth and financial success in the decade of the 1980s. Our efforts have centered on the consumer of the 1980s: the value-conscious, price-sensitive, quality-oriented shopper. This shopper has historically high levels of disposable personal income and accepts that the growth rate of this income will be moderate in the years ahead. At the same time, the demands on this income for shelter, energy, transportation and the purchase of durable and nondurable goods are changing.

During the period of development and implementation of our strategy for the '80s, we witnessed ten consecutive quarters in which earnings were below the corresponding period of the previous year. These declines were largely a reflection of the overall weakness in the U.S. economy during the same period. Already we have seen positive signs from our new strategy — namely, the earnings improvements during the third quarter and particularly in the fourth quarter of 1982. The effects will be more apparent in the future with a more favorable economic environment.

On March 1, 1982, we celebrated the 20th  
(Continued on Page 3)

## District Managers Meeting — Spring '83

The District Managers at this year's annual conference listened, observed and commented on K mart's strategy for the years to come. Also, they witnessed the beginnings of an attitudinal as well as philosophical change within the company towards merchandising. "Though we may be doing our very best, that may not be enough, if our very best consists of using outmoded ideas, strategies or investment criteria," states Board Chairman B. M. Fauber in his address to the DM's.

Some of the DM's enjoying a light moment while attending this year's seminar.



## A Review of 1982

(Continued from Page 1)

anniversary of the first K mart store opened in the U.S. In many ways, this anniversary marked the end of the "old" K mart and ushered in the "new" K mart of the '80s.

Our ambitious strategy for growth in the 1980s is possible because of three key resources of K mart Corporation, which are unequaled in the retail industry. The first resource is the depth and breadth of our operating management. The second resource is our reputation throughout the U.S. as the retailer with the best prices and values everyday. And the third resource is our unmatched distribution of K mart stores in the U.S., Canada and Puerto Rico, serving over 80% of the buying public.

The first element of our four-part strategic plan is to refit and refine the floor plans of our stores and departments to create a new, contemporary shopping environment. In 1982, we deferred temporarily an announced "complete refurbishing" program in order to quickly adopt new layouts and modern fixtures in every family apparel department of all U.S. K mart stores. At the same time, we developed a number of new prototypes for contemporary home improvement center departments, bed and bath shops, home computer departments and gourmet kitchen shops featuring broadened assortments and higher-quality merchandise lines. In 1983, we will progress rapidly to equip many more stores with these latest departments.

The second element of our strategy is to instill in our associates a new merchandising philosophy — not just a new merchandising program or simply the addition of merchandise to assortments, but a fundamental recognition that the K mart customer wants better-quality products at traditional K mart prices. In every department in every store in our company, new products are arriving daily — products of the best quality that carry recognizable brand names. While it is difficult to single out specific products or departments for recognition, our new philosophy may be most evident in our apparel departments. Particularly noteworthy in women's ready-to-wear is the Jonathan Logan line of sport coordinates, a K mart exclusive. The addition of many well-known designer-label and name-brand products, available at some of the best prices in the marketplace, is also evident.

The third element of our strategy for success in the '80s is to lower the operating expenses necessary to generate a dollar of sales for the corporation. Our approach to this critical issue was in three distinct parts. First, we decided to merchandise our entire family apparel operation on a centralized basis, using the proven cost-efficient distribution system of K mart Apparel Corporation. In 1983, the men's and boys' furnishings operations and our fashion accessories departments were successfully integrated into the K mart Apparel system. In early 1984, we will complete this process when our infants' wear departments also are converted into K mart Apparel's operation.

## She was the first customer at K mart 4000, Garden City, MI

**Opening Day, 21 years ago** — Angie Penzoff of Dearborn, Michigan was right there at the front doors of K mart 4000, Garden City, Michigan and when they opened, she immediately rushed in, according to her friend Millicent Evanoff of Troy, Michigan. Since then, Angie has been a walking commercial for K mart as she never stops talking about the company.

The second part of our expense-reduction plan was to review completely the organizational structure, systems and procedures traditionally used inside K mart stores. Our goal was to help all employees to be more productive while making their jobs more rewarding and satisfying.

The third part of this productivity program was to apply computer technology to all possible phases of our operation at store level, in the distribution centers, in the regional offices and at International Headquarters. The strength of our commitment to computer technology is exemplified in the speed with which we implemented the K mart Information Network. During 1981 and 1982, we installed the system in over 600 stores per year, completing the installation one year ahead of our January 1, 1984 target. Equally important was our decision to implement Universal Product Code marking of merchandise. After testing the equipment in a few stores in 1981, we expanded the system to all K marts by the end of 1982.

The fourth element of our new strategy concerns the redeployment of assets — in particular, the reallocation of space within K mart stores to make room for exciting new merchandise offerings and to eliminate product categories no longer in mass demand.

We have not hesitated to close departments. The most significant effort in this area in 1982 was the closing of 361 automotive service departments in K mart stores, predominantly in smaller markets in more rural areas. This decision does not alter our conviction that the auto service department has a bright future; in fact, we are now in a better position to concentrate our efforts in metropolitan areas where our auto service business is most successful.

In essence, our strategy for the '80s is this: to provide contemporary, convenient general-merchandise retail facilities offering the best and widest assortments in name-brand products of excellent quality, offered to the consuming public at K mart's well-known low prices, with friendly service.

In combination, these four elements can affect the American consumer's perception of which retail store offers the best value for the dollar. Over the past four years, as part of our ongoing consumer research program, we asked consumers, "In your opinion, which general-merchandise retail store consistently provides the best values for the money?" And over the past four years, the number of respondents who mentioned K mart as that store has increased by over 40%. Not only is

K mart the general-merchandise store recognized as having the lowest prices overall, but it is the store that consistently provides the best values for the money. That reputation, coupled with the general expectation that "discount pricing" will continue to gain strength in the marketplace, leads us to conclude optimistically that the revitalized K mart of the '80s now in place will command a substantial improvement in market share and profitability.

Two events of 1982 are worthy of special note. On November 26, 1982, Harry B. Cunningham, chairman and president of the S. S. Kresge Company during the developmental years of the K mart program, retired from the Board of Directors. The contribution of this man, not only to our company but to the entire retail industry, is truly one of the most significant in American retail history. His grasp of the needs of the consumer and his ability to develop ideas and strategies for better serving that consumer are unmatched.

On December 1, 1982, a prototype retailing facility, Designer Depot, was opened by K mart Corporation. This new family apparel store is stocked entirely with name-brand products at very competitive prices. Consumer response to our merchandise offering was exceptional, and planning for the development of additional units is now well under way. Current plans call for the opening of a minimum of 30 additional Designer Depots in 1983 and a substantially greater number in 1984 and beyond.

A revitalized K mart for the '80s, development of Designer Depot, continued expansion of other ventures started in the past five years and our resolve to seek additional retailing opportunities provide the basis for great optimism. A healthy and expanding U.S. economy ahead will certainly result in an improved environment for substantial gains in future sales and earnings.

Following is the analysis of the sales dollar for K mart Corporation's 1982 fiscal year operating results.

K mart Corporation  
(Analysis of Sales Dollar)  
Year Ended January 26, 1983

	% of Sales
Sales	100.0%
Cost of Merchandise Sold (Including Rental Expense & Buying & Occupancy Costs)	72.6%
Salaries and Employee Benefits	14.6%
Supplies, Utilities and Other	5.9%
Advertising	2.4%
Taxes on Income	.9%
Profits	1.6%

## An Historical Week

Mr. Fauber delivers the 4th quarter earnings, up 8.6% and as the DMs listen, home office executives view Mr. Fauber's address via a closed circuit projection TV ... Southern Region captures the United Way Chairman's Trophy for best overall campaign results ... DMs get a look at the much publicized and successful Designer Depot in St. Clair Shores ... All DMs are commended for their above average performance for 1982.

**Mon**  
Monday and Tuesday were the big days. Mr. Fauber confirmed in his address to the DMs that "1983 is the year during which we will reap the benefits from the tremendous effort put into making stores more pleasant, inviting and productive shopping facilities, offering a strong assortment of basics, new and advertised merchandise by a friendly, helpful organization.

Following J.L. Moser, Director of Advertising and Sales Promotion gave an exciting presentation on K mart's advertising program for the 80s, which earmarked the introduction of a new Sunday ad program. This will involve a new four color advertising piece, which will hit the Sunday ad market June 5, strengthening K mart's first of the week advertising program while maintaining the aggressive mid-week program.

Starting clockwise, on the first day of their arrival, DMs are greeted by KIH executives including Vice President and Treasurer Helen C. Loffer. Chef Tel, center, from TV's PM Magazine drops by during the week to speak with some of the DMs. A display set up just outside the auditorium where the DMs met, Glen R. Mielke, Director of Store Operations, delivers his address and another display opening up during the DM's coffee break.



**Tues**  
The second day of the conference. And this is one not to forget. Starting at 7 a.m., DMs board buses enroute to K mart 4488, Rochester, Michigan to view the home and domestics centers. Also on today's itinerary is K mart 3327, Sterling Heights to witness the introduction of Kitchen Korner, K mart 3511, Roseville to see the electronic center and the first Designer Depot in St. Clair Shores. What was their overall comment? "I can't wait to see these in my district!"

By 5:30 p.m., the DMs return to KIH where later that evening they will attend the President's Dinner.

"The economy is improving. We fully expect this trend to continue throughout 1983. A stronger economy, along with an improved overall K mart operation, should enable us to produce spectacular results. I'm fully confident we will do just that." — Board Chairman B.M. Fauber, 1983 District Managers Conference.



**Wed**  
Now that K mart's strategy is outlined, the ad campaign for the 80s positioned, it is time to meet with the buyers and check out the new displays. At the end of today, a two hour face to face meeting takes place between the DMs and top level management.

**THURS**  
K mart Enterprises opens this morning with M.G. Parsons, President. Following will be more buyer displays, films including "Inter Purchase Order Receiving System," lunch, with more buyer displays and presentations ending the day.

**Fri**  
Regional meetings are the first on the agenda of this final day of the conference. Mr. Fauber, just before lunch, says a few comments and later more regional meetings will take place at each region's discretion.





## In the mail

## Customer letters

K mart 3186, Maplewood, MO — Ms. Sylvia Lewis, employee

I am sorry that I do not know the manager's name but it is more important to know that one of your salespersons, Ms. Sylvia Lewis, in the Maplewood, Missouri K mart store, knows how to render some of the finest, courteous, and knowledgeable service I have encountered in decades of purchasing. She works with watches and associated merchandise.

She knows the customer's interests come first, and not an inventory check or the like, for example, on a busy Saturday afternoon, with a counter left vacant.

You are indeed fortunate to have Ms. Lewis in your employ. Many salespeople are afraid to communicate to their customers suggestions for improved service to their supervisory personnel. I myself have been told in other businesses by a salesperson that "you don't tell the boss anything." Evidently this is not your style of management, and I salute you. Maybe we Americans will catch up to the Japanese yet!

K mart 9057, Columbia, TN — M.D. Settlemyre, Manager, and Staff

I wish to write you a brief note concerning your local K mart store here in Columbia, Tennessee. My husband and I recently received a ceiling fan as a gift and the blades were not usable on the fan, so even though the fan did not come from the local store, we inquired about exchanging the blades which they did so with no problems, whatsoever. We are a regular customer and just want you to know that you could not ask for a more friendly, courteous, or efficient personnel than you have here in Columbia, TN; you are made more aware of this when a problem is handled as ours was.

Again thanks ever so much for your excellent store policies.

K mart 3122, Newport News, VA — F. L. Moretti, Manager and Trish Chandler

Recently my wife and I left a roll of 8 mm color film with your local outlet for duplication. Two weeks later we were horrified to learn that the laboratory to which it had been sent for duplication had "lost" it.

This was very distressing news, as the film was very precious to us. We made several calls and visits to your store to persuade your employees to make every reasonable effort to have the film found and returned to us.

Ms. Trish Chandler of the camera department was very patient and helpful. Apparently given strong support by her store manager, she underwent a vigorous campaign with the film lab on our behalf. She was finally successful in getting them to find our film and return it to us - a remarkable achievement in this era of indifferent customer service!

I was about to write to Ms. Chandler's manager to thank him or her for her efforts,

but decided that such a letter would be better addressed to the Customer Relations Department. Perhaps your firm has some kind of annual award program for outstanding employees; if so, we feel that these two employees, Ms. Chandler and her manager deserve our nomination!

It has been a real pleasure to write such a letter, and I believe it will be a matter of equal personal satisfaction to you to receive it. In fact, I hope that you will read it at your next board meeting.

K mart 4231, Vienna, VA — Duane Mahinske, employee

A few weeks ago I called K mart Tysons Corner, McLean, VA (No. 4231) to find out if they had a cassette player in stock. I was

On this particular occasion, however, I had the privilege of being served by a Ms. Traci Mayfield. This young lady so impressed me, I had to let you know. Her service was "above and beyond" the norm and her attitude is exceptional.

I was so thrilled by Traci, I feel everyone should know I cannot imagine a commendation equal to her attitude.

Traci will surely be a success in whatever she does. She is a fantastic young lady and it was a joy to meet her. Congratulations K mart, she will certainly keep customers coming to your store.

When complimented, Traci's reply was "It's my job to please the customer." I have seen that written on signs, but Traci shows the customer what it means.

Thank you for having such excellent employees!

K mart 3146, Baltimore, MD — G.A. Cramer, Manager, Susan Mangus, Assistant Manager

I am dependent upon my son for transportation to K mart stores. He usually takes me to a store near me.

This time, however, he drove me to your N. Point Blvd. store, where I found a pleasant environment — salespersons congenial and helpful — no run-arounds. I had occasion to speak to the Assistant Manager Susan Mangus, who proved to be most efficient, courteous and accommodating. She restored my faith in K-mart.

Where one must deal with people, who at times are disagreeable, regardless of one's efforts to please — "getting along" with consumers is not only nice — it's essential.

You need not be reminded how competitive retail trade is and a sure way of increasing sales is with qualified personnel. You have that in the store manager and Ms. Mangus.

It is important to me that Ms. Mangus be commended personally. A special acknowledgement should be made to her for the gracious manner in which she handled my complaint and I am certain many others.

K mart 3107, Beloit, WI — Ms. Cindy Swadna, Pharmacist, Ms. Sandy Peterson and Linda Schaefer, employees

I would like to call attention to the fact that you have an outstanding employee at your Beloit, WI store, Ms. Cindy Swadna, Pharmacist.

Whenever I have had need for information, in person or by phone, she has been most patient, pleasant, and helpful in giving information and answering questions.

When I have a prescription filled, she makes sure that any special directions or restrictions are explained and understood. She always does those extra little things that make a difference.

## Customer Pleasers



Left, Al Krause, pharmacist at K mart 4218, Appleton, Wisconsin. Diane Winkler, pharmacist also at 4218.



The practice of preparing, compounding and dispensing drugs for customers from their doctor's prescriptions is an everyday occurrence for Diane Winkler and Al Krause. They are K mart 4218, Appleton, Wisconsin's pharmacists and very much concerned with assisting and pleasing customers. Being in the midst of the cold and flu season, they are both kept quite busy with filling prescriptions and answering questions about over-the-counter drugs.

Diane says, "I try to help a customer by answering their questions about over-the-counter drugs and showing them the location of items in the area." Her hobbies range from reading, sewing, needlepoint embroidery to music, gardening, fishing and collecting crystal balls. Her husband, Tom, is attending school on fire insurance.

Al says, "I try and make the customer feel that his or her problem is the most important problem in the world." Al is married and has a son 10 and daughter, seven. His hobbies include woodworking, studying finance, reading and martial arts.

assured by the department salesperson that they had many. Upon arrival, I was told they were sold out. Needless to say I was quite angry. Mr. Duane Mahinske took charge of the problem and turned a bad situation into a happy conclusion. It is my opinion that K mart Corporation should consider him a valuable asset. My thanks and appreciation to Duane Mahinske.

K mart 7312, Pearland, TX — Miss Traci Mayfield and Staff

As a regular K mart customer, I shopped at 7312 last week. All your employees have always been polite and treated me with the utmost courtesy.

## CALL FOR ENTRIES

## K mart Corporation's 1983 Photography Contest

City streets or backcountry roads, old friends or new acquaintances, trains, boats, flowers, barns — whatever the subject — if you took it within the past two years you could win a big prize. So start carrying that camera around with you all the time, because good shots usually come in the most unlikely places.

Entry forms will be provided in the next issue.

## CATEGORIES

Black and White  
Color

Two Kodak Tri-X - four rolls  
(100-200-400-1000 speed)  
Mr. Coffee Automatic Drip  
Coffee Maker

## RULES

1. Photographs must be no smaller than 5" x 7."
2. Photographs must be mounted on matboard.
3. Entries must have been photographed within the past two years, 1981-1983.
4. Only one entry per category can be entered.
5. Only prints are eligible. Slides will not be accepted.
6. Contest is open to only employees of the K mart Corporation.
7. All entries must be mailed to KIH, News Office and be received by Thursday, June 30, 1983. Allow five days for postal delivery.
8. Entries must be accompanied with an entry form which will be furnished in the next K liner issue.
9. All winning photographs will be published in the September issue.
10. No entry will be returned unless accompanied with a stamped, self-addressed envelope.
11. The K mart Corporation is not responsible for loss or damage to any entry.

## FIRST PRIZE

(in both categories)

\$150 U.S. Savings Bond

## THIRD PRIZE

(in both categories)

Choice of one of the following:  
\$50 U.S. Savings Bond  
Osterizer blender  
Luggage  
Photography book - What your  
lenses can do

## SECOND PRIZE

(in both categories)

Choice of one of the following:  
\$100 U.S. Savings Bond  
Gadget bag

## HONORABLE MENTION

(in both categories)

Photo album

## Congratulations!

Each year we choose one Reporter of the Year from each region and feature their autobiography in the K liner. This lets the K liner readers become better acquainted with some of the people who contribute ideas to the paper.

We congratulate these people for their fine efforts and look forward to seeing more of their ideas.

We have also listed the two Merit Award winners from each region.

### Central Region

**Shannon Hopper**  
Office, K mart 7506,  
Newburgh, Indiana

Being chosen as Reporter of the Year for the Central Region is an especially great honor for me as I hope to be a journalist someday. I am 18 years old and a full-time freshman majoring in communications with emphasis in journalism at Indiana State University of Evansville.



When not studying, I work part-time at K mart 7506. I have worked here since November of 1981 when the store opened, and I have found it to be an enjoyable job. I began as a cashier, but moved to the office this past June.

It was during high school that I first came in contact with journalism. I have loved writing since I was in the first grade when I wrote a story about a bed in the hospital with a broken leg. From that point, I wanted to be a writer. Luckily, my writing improved from stories about beds as I continued through school.

When I reached high school, I worked for the newspaper and yearbook during my sophomore year. Then I served as yearbook editor my junior and senior years. I was also in the Spanish Honor Society, Quill and Scroll (a journalism honor society) and National Honor Society.

### Eastern Region

**Donna Capecci**  
Cash office, K mart 3561  
Bensalem, Pennsylvania

I was raised in Port Richmond, one of the toughest neighborhoods in Philadelphia. I'm glad I grew up in the city because everything is so convenient like corner stores, transportation, recreation and you tend to be more street wise, as opposed to those living in the suburbs.



I went to Catholic grade school, then moved to Bensalem, and attended Bensalem High School. I graduated in 1977 and had intentions of going to college to study early childhood education or high school counseling.

I work full time and attend college part time, majoring in business and computer science. I hope to apply my knowledge and

## 1983 K liner Reporter of the Year Awards

skills to my job and advance my position, want to pursue a future career with K mart.

The people who have had a significant influence on my life are my mother and father and office manager Helen Dessin.

### Midwestern Region

**Linda Robinson**  
Merchandise employee, K mart  
4107, Peoria, Illinois

Being a reporter has a challenging effect. The most important task to me is getting and phrasing the words without changing the contents of the story. This is especially important not only to the reporter but to the subject you are relating to.

Believe it or not, my greatest inspirator is my daughter Miko. She writes short stories and poems all the time. My son Hassan likes to read our writing, but not write. He said his fingers cramp when giving the pen too much attention.

Both of my children attend Von Steuben school and are average students. Miko, 11, and Hassan, eight, are the same ages as my foster children, Dawich and Gahal of Indonesia. Dawich and Miko want to become doctors. The boys, Gahal and Hassan, haven't made up their minds. My daughter from Indonesia wants to practice in the United States and cannot wait until she gets older. My son Gahal just likes for me to write about things here in the states and to send him lots of pictures.

I attended Hyde Park High School, the University of Illinois and P.B.K. school for switchboard training. I am hoping to attend Illinois Central College some time this year to try to finish my course in math and bookkeeping. I would like to broaden my view in the direction of Business Administration or Marketing.

### Southern Region

**Mary Coleman**  
Personnel Manager, K mart  
3156, Columbus, Mississippi

I have been married for 36 years and have three wonderful sons. Wayne, the oldest, is a college instructor. Jim, the middle son is a



CPA and Mike, my youngest, is a Naval Recruiter. Between them, I have three grandchildren and our grandchildren are the light of my life.

Before starting to work at K mart nine years ago, I worked with my husband, Chunky, in a family business.

I am active in the Baptist Church where most of my volunteer work has been done. For 18 years I was Director of the Nursery Department of the church. I helped to conduct worship services at the Nursing Home in our community and have worked with other members of my church and other Baptist churches to establish a Baptist Mission Center that helps to clothe needy families.

Since K mart 3156 employees have adopted our local Reach Out Shelter, which gives temporary shelter to neglected and abused children, I have helped to organize bake sales and auctions to raise money for support.



### Western Region

**Barbara Pooley**  
Personnel manager, K mart  
3298, Boise, Idaho

Although I am originally from Boston, Massachusetts, I love Boise and claim it as my home.

I have a wonderful husband, Bob, and four terrific children: Shamlin, 23; Camie, 22; Robert Jr., 18; and Sharon, 13.

In my spare time, Bob and I enjoy growing soil-free plants. Currently, we are experimenting with orchids.

After spending 26 years as a homemaker, I made a big change and went to work. I started at check-outs, moved to the service desk and then to the office. Eventually, I worked my way into personnel and am still holding down that position.

I have no trouble getting my stories for the K liner. All of the staff assist me when something happens in their lives and gladly pass the information on to me.



### Merit Award Winners

The following K liner reporters received Merit Awards for their excellence in providing K liner material.

#### Central Region

Robin Scott, K mart 9705, Madison, Ohio.

Lisa Fox, K mart 9610, Harlan, Kentucky.

#### Eastern Region

Edward Anderson, K mart 7155, Fairhaven, Massachusetts.

Donald Wetteman, K mart 7075, Shamokin Dam, Pennsylvania.

#### Midwestern Region

Paula Hagg, K mart 9711, Russellville, Arkansas.

Jeanette Schick, K mart 7214, Winona, Minnesota.

#### Southern Region

Erleby Bluff, K mart 3387, Chalmette, Louisiana.

Albert Smith, K mart 4398, Pasadena, Texas.

#### Western Region

Brian Parkinson, K mart 3334, LaVerne, California.

Grace Hoffman, K mart 7151, Vista, California.

This month in Store News you'll find that people still correspond through floating letters, an Atlanta Braves ball player, scuba divers as well as runners, an old war story, a beauty contest winner and some prize winning guppies.

## Crochet problems? Ask Maxine for help

Maxine Tabeis, service desk employee at K mart 4030, Danville, Illinois and a 20 year employee has made 80 to 100 afghans with different patterns. She has never sold one, but rather she gives them to family, friends and neighbors.

Maxine is always willing to help with crochet problems that you may run into, on new or old patterns. She gives lessons in the employee's lounge at lunch, break and after work. She even tackles the work of left hands.

What is her fee for all the help she gives to so many? Just a smile and "Thanks Maxine, I knew you would help me."

Store Reporter Wanda Siddens



From K mart 4030, Danville, Illinois, Madeline Sharp, left is shown pointers on making an afghan by Maxine Tabeis.

## This pen pal is bottled up

Service desk employee at K mart 3319, Columbus, Ohio, Linda Franklin, came across a dollar bill one day with a name and address on it. Also, the message "Please send back" was printed on it.

Linda sent the bill back to the Bahama Islands and recently received a reply. Her "pen pal" is 15-year-old Conrad Sealy of the Grand Bahama Islands.

According to Conrad, he spent the dollar bill two years ago at a lunch van in the Bahamas. Writing on the money and putting notes in bottles and throwing them in the ocean is his hobby. Linda now has an open invitation to visit Conrad at his home and school, if she ever gets to the Bahamas.

Store Reporter Dolores Balderberg

## Guppies, trucks and scuba gear for kicks

Assistant Manager of Kresge 287, Dayton, Ohio, Gary Schuster has hobbies galore. He breeds single and double swordtail guppies for show purposes. He has been in the International Fancy Guppy Association shows throughout the United States and has won several trophies and awards for his particular strain of fish.

Restoring old cars and trucks is another one

of Gary's hobbies. For this, he likes to use the "Body Off" restoration method. He has completed a 1952 1/2 ton Chevy Pickup and a 3/4 ton Chevy Pickup. Currently, he is working on a 1959 Ford Skyliner Convertible and hopes to do his 1970 Pontiac LeMans Convertible this summer.

On top of that, Gary is also an international open water scuba diver and has qualified at Key Largo, Florida.

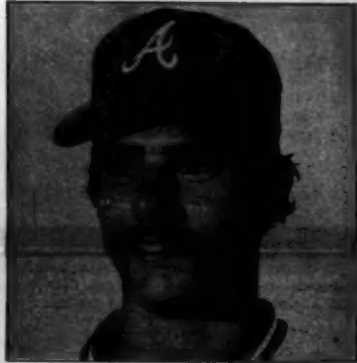
## Team chairperson for March of Dimes

Manager of K mart 7255, Somerset, Kentucky, James Cary, will serve as team chairman for this year's Pulaski County Walk America to be held April 23.

Mr. Cary will recruit businesses, clubs and other organizations to join the 15-mile hike from Somerset to Burnside and back for the March of Dimes Birth Defects Foundation.

Last year, 7255 took top honors in the local fund drive and ranked third in the nation in department store pledges.

Store reporter Doris Rice



Steve Bedrosian, son of Jean Bedrosian, K mart 3397, North Andover, Massachusetts

## Atlanta Braves player

Steve Bedrosian, son of Office Manager Jean Bedrosian of K mart 3397, North Andover, Massachusetts, was called to play with the Atlanta Braves in 1981 after compiling sterling minor league credentials.

He received his first big league win in his second game after appearing in relief against Los Angeles.

In his 1982 season, Steve was named National League Rookie pitcher of the year by the Sporting News. He had an 8-6 record with 11 saves in 64 appearances. His ERA of 2.42 ranked among leaders and he led the National League relievers with 123 strikeouts. Steve had excellent hits and strikeouts per innings ratios as evidenced by 137.2 innings pitched and only 102 hits allowed. Opponents only batted .198 against Bedrosian.

Steve participated in three combined shutouts, including one as a starter versus Chicago when he allowed just four hits in seven innings. He began the season as a spot starter and middle reliever but Braves manager Joe Torre soon found that with his blazing fast ball, clocked at over 95 miles per hour, Steve would be more useful in short relief.

A 27 inning scoreless streak from June 26 to July 27 last summer tied the National League

high for 1982, allowing just eight hits in that 10 game span.

Store Reporter Lorraine Jones

## On call

Rich Pfalzgraf, stockperson at K mart 7129, Meadville, Pennsylvania, is depended on for a lot more than seeing that the freight is unloaded and put in its proper place in the stockroom.

When a medical emergency arises within the store, Rich is the first person to be called. He is an Emergency Medical Technician (EMT) on call 24 hours a day.

Rich, a 25-year-old native of Meadville, became involved with basic and advanced First-Aid training as a volunteer Fireman for six years with the Vernon Central Volunteer Fire Department. He received Emergency Medical Technician State Certification two and a half years ago after taking the EMT course and passing the EMT test.

Recently a program on safety was held at 7129, conducted by the Vernon Central Rescue Squad. Rich was there as a member of that squad to give the store's emergency squad and the employees some timely tips.

Store Reporters Theresa Bawn

## I'd rather be dancing

Craig Bzler and Patty Strauch, employees at K mart 9158, Bloomsburg, Pennsylvania, were among the 61 finishers in a 50 hour dance marathon. The marathon was held in support of the Home Health Services Program in Bloomsburg.

Through the efforts of the participating dancers, \$11,000 was raised.

Fellow employees supported Craig and Patty in their effort and were proud that they finished the full 50 hours of dancing.

## Successful blood drive

K mart 9358, Harrisburg, Illinois recently participated in a Red Cross Blood Drive.

There was a 62 percent turnout, helping to make the day a real success. It was the first time for most of the employees to donate blood. Although most say that they were scared at first, the knowledge that you may be saving a life made it all worthwhile.

Special recognition goes to automotive employee Frank Starnes who has given over 14 gallons of blood since 1959, a remarkable contribution.

Store Reporter Dori Baker



Employees of K mart 9358, Harrisburg, Illinois. Front row, left to right: Chris Cape, Susan Howton, Mary Martin, Carleen Seagraves, Janie Whitlock, Shirley Blackman, Judy Owens, Debbie Cox, Joanne Brown. Back row, left to right: Sharon Warren, Frank Nuber, Vickie Gerken, Carla Whitlock, Shawn Simmons, Harold Hall, I. Bentley, Tom Highfill, Harry Gerken.



## Racquetball champ

Brian Simpson, son of Darlene Simpson, office, K mart 4867, Fort Wayne, Indiana, is an 11-year-old racquetball player whose success extends all the way to state competitions.

Brian won the state championship in the boys, 10 and under division and was a semi-finalist in the boys, 17 and under division in the statewide Summit City Open.

Locally, Brian placed second in the city racquetball tournament for boys, 14 and under.

Not only does Brian place well in the boy's leagues, but he also finishes on top in the men's leagues. He won first place in the men's 2.0 league, men's 2.5 league and women's 2.5 league (boys sometimes compete in women's leagues).

Brian also participates in Little League Baseball.



Larry Oelberg, K mart 7186, Galesburg, Illinois, proudly shows off his prize catch.

## This one didn't get away

K mart 7186, Galesburg, Illinois, has had the pleasure of having on display a prize winning fish.

Employee Larry Oelberg caught the State of Illinois Record and World Record fish in the line class. His prize winning Tiger Muskie was caught on a 10 pound test line and measured 44 inches long and tipped the scales at 20 pounds and 13 ounces.

Larry had the fish mounted and on display with the trophies he has collected with the fish.

Larry caught the fish at Lake Story near Galesburg on a Mr. Twister bait.

His initial reaction was one of shock and disbelief when he landed the fish, especially using a 10 pound line. He figured that he never would have heard the end of it if he told everyone the story about "the one that got away."

But it didn't get away and he has the fish and trophy to prove it, both of which he will enjoy for years to come.

## Famous friends, familiar faces

The employees of K mart 7124, Auburn, New York have been star struck.

It all began with David Coming, service desk. At the annual store Christmas party, David performed his dynamic version of "New York, New York."

David's interest in music was known to all,

but nothing could have prepared anyone for his performance that evening. It was done with such intensity and professionalism that the final outcome was a standing ovation that had the entire crowd cheering and shouting for more. David's future is definitely Broadway bound and everyone at 7124 will be proud to say "We knew him when."

While David is an up and coming star, Frank Scripps, footwear manager has his own personal shining star to brag about. Frank is cousin to the famous actress Sophia Loren. His family is from the same village in Italy and took the actress in during the destitute years of World War II.

And if this isn't enough, Miki Dorsey of domestics has a brother-in-law who is a professional artist. Bob Dorsey has just completed a portrait of Liza Minelli's dad, director Vincent Minelli. It was presented to Ms. Minelli at a party given by the star in honor of her father.

Store Reporter Joanne Millis



At K mart 3006, Omaha, Nebraska, Lou Ann Babcock presents Store Manager C. LaReau with a portrait that she painted for him.

## This one's for you

Store 3006, Omaha, Nebraska is proud of their local artist. Recently Store Manager C. LaReau celebrated his birthday. A fellow employee knew of Lou Ann Babcock's talent and thought it would be a nice gift if Lou Ann would paint his portrait.

"After all, how many managers have a portrait

taken of themselves," Lou Ann says.

The finished work was a total likeness of Mr. LaReau.

Lou Ann has had an interest in art since she was four, but she's only had two years of formal training from high school. She is also a talented pianist.

Store Reporter Stanley Hale

## Shoplifters, beware

At K mart 3469, Melbourne, Florida,

Will Kirby, loss prevention manager conducts goodwill seminars on shoplifting at local high schools.

Will does these visitations on his own time and educates young people about the costs of shoplifting both to local businesses and to individuals and families.

As such, Will is performing a valuable community service and is a real goodwill ambassador for K mart.

He recently received an award for "Outstanding Service" to the community presented to him by the Exchange Club of Melbourne.



Will Kirby, K mart 3469, Melbourne, Florida, accepts an award from a member of the Exchange Club of Melbourne.

## Roundup at the K mart corral

Every year during February at K mart 3481, San Antonio, Texas Rodeo Days are celebrated.

In going along with the annual western tradition, employees participated fully by dressing western for the occasion.

The public enjoyed talking and shopping with the employees during Rodeo week.



Employees at K mart 3481, San Antonio, Texas decked out for Rodeo Days.



Lois Lewis from K mart 4434, Clinton, Iowa.

## Lois Lewis resides over Clinton Eastern Star

Receiving clerk Lois Lewis at K mart 4434, Clinton, Iowa, was recently installed as President of Eastern Star of Clinton, Iowa. She has been employed at 4434 since May 1971.

The order of Eastern Star is an international order, designed for Master Masons and female relatives of Master Masons. It is the largest fraternal organization in the world to which both men and women belong. It is not a religion, but rather a way of life to further supplement the religion one adheres to.

Store Reporter Sandra Aldridge

## Lou Piccolo wins pharmacy award

K mart 7693, Omaha, Nebraska is proud to announce that Pharmacist Louis Piccolo will be receiving the 1983 Alumni Merit Award for the School of Pharmacy.

Lou, better known as the "Lolly Pop Man" to his younger generation customers, is a past member of the Board of Directors of Greater Omaha Pharmacists' Association and the Nebraska Pharmaceutical Association. He was the first pharmacist to serve on the Board of Directors of the Health Planning Council of the Midlands and he was named pharmacist of the year in 1980 by the Greater Omaha Pharmacists Association.

Lou is a great asset to the organization and customers enjoy his warm personality and his eagerness to please.

Store Reporter Gas Cooper

## World War II tales

Jack Faulkner, lift driver at Georgia Distribution Center, Shenandoah, Georgia, was born in 1918 and lived through a period of history that was before the time of more than three quarters of the work force at GEO.

During World War II, Jack served in the Navy aboard a destroyer. "A lot of the people I talk to react to my stories as though they were fiction. They find some of the things hard to believe. I have had experiences that many people will never encounter.

"I served in both the European-African and Asiatic-Pacific Theaters of the war. Our ship was hit by a Japanese suicide plane (Kamikaze) on December 6, 1944 at Ormoc Bay, Philippines, killing 37 and wounding 43. Luckily I made it. After 39 years this is as fresh in my mind as if it had happened yesterday. Guess I'll never forget it.

"After the war, I was on my way home for

discharge and was in a train wreck in Minnesota. My luck again held, and I only received a few scratches. I truly believe with the help of the Lord I have led a charmed life.

"After being discharged from the Navy, I went home, but couldn't seem to fully adjust to civilian life, so I re-enlisted. I spent two years at Subic Bay, Philippines. During this tour of duty I was the Road Manager for the Navy Baseball Team. The team won the Pacific Fleet Finals.

"While I was in the Philippines, I helped to do the survey work for a Navy golf course. The course was laid out in the middle of a dense jungle. We had to be on the alert for big snakes, wild boar and other jungle animals. The jungle was so thick that we used compasses to plot the course, and to mark where the jungle was to be cleared we hung sheets in the trees. I went home before the course was completed so I never got to play on it or even see it after it was finished. I spent 10½ years in the Navy all together.

"After my discharge, I returned home to Griffin, Georgia. It was at this time that I met and married my wife Frances.

"When I first went to work in 1939 in the mill my wage for a 40 hour week was \$9.80. Wages have come a long way since then.

"I came to work for K mart because I had heard so many good things about the company. I have never regretted coming to work here.

"My advice to the young employees at GEO is to stick with your company . . . it sure is a good one to work for.

"If I had to list the most memorable events of my life, I'd have to say the day the Kamikaze pilot dove into my ship and the night my son was born."

Store Reporter Jerry Hetrick



Jack Faulkner, Georgia Distribution Center.

## It's no joke that Red Skelton shops K mart

K mart 3573, Ft. Myers, Florida, recently had a "code red," a welcome code red, that is, Red Skelton was in Ft. Myers as guest of the Thomas Edison Parade. When he stopped in 3573, he visited with customers and employees, signing autographs and telling jokes.

He is still in his youth as far as entertaining goes.

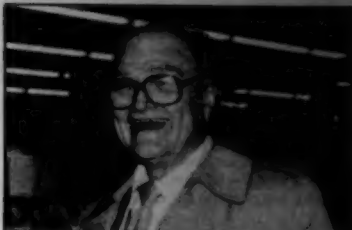
The store greeter Ellen Blake spoke to Mr. Skelton and he commented that he likes to shop K mart because of the quality merchandise and friendly service. Mrs. Blake is originally from near his home town of Vincennes, Indiana.

Jeff Parsons, Store Manager, commented that it was truly an honor that Mr. Skelton chose this store to do his shopping.

Red Skelton also visited K mart 3242 in

Lakeland, Florida where he was scheduled to give a performance at the Lakeland Civic Center.

Store Reporter Ellen Blake



Red Skelton visits K mart 3573, Ft. Myers, Florida.

## Don't touch that dial

Pat Gamboa, employee at K mart 3127, Temple City, California had a special day recently when a reporter from KRLA radio came into the store and asked the service desk who owned a White Ford Fairmont.

After paging and searching it was narrowed down to Pat. The radio station was having a give-away. All that was necessary to win was to have your dial set to their station and put a bumper sticker on your car with the logo on it.

Pat came out of the office with a surprised look on her face when she saw the reporter with microphones and a recorder.

They walked to her car. The reporter turned the car and the radio on to see if it was set at KRLA, and he found it was. He gave her a \$100 bill and an interview on the radio that followed the next day.

Store Reporter Jay S. Wood

## Mary De La Pena crowned Miss Vista

Mary De La Pena, fashion accessories at K mart 7151, Vista, California was crowned Miss Vista of 1983 recently.

Mary is a 20-year-old sophomore majoring in business at Palomar College. She was selected from a field of 23 contestants.

Mary will receive over \$800 in prizes and scholarships and will represent the city of Vista throughout 1983. She will also be entered in the prestigious "Fairest of the Fair" competition this summer at the Southern California Exposition in Del Mar, California.

Store Reporter Joan Barlardeta



Mary De La Pena, K mart 7151, Vista, California.

## Executive promotions



Anthony J. Seltz has been promoted to Director, Sales Promotion at KIH.

Mr. Seltz joined K mart in 1964. After managing several Kresge stores and a K mart, he served as District Manager in the Midwestern Region.

Regional Personnel Manager in the Midwestern Region, Assistant Regional Manager in the Midwestern Region, and Director of Store Operations in the Midwestern Region. He has held this last position since 1982.



Randy R. McIntyre has been promoted to Sales Manager for the KE Division. He has been the buyer of Athletic Goods and Luggage since 1980.

Mr. McIntyre started with the company in 1967. After being a Sporting Goods Manager for several K mart stores, he was promoted to Sporting Goods District Manager in 1972. In 1976 he was promoted to Personnel Manager for K mart Enterprises and Assistant Sporting Goods Buyer.



Gus G. Glotes has been promoted to Automotive National Service Manager, KE Division. He was a K mart District Manager in the Detroit area prior to this promotion.

Mr. Glotes started with K mart in 1960. He has managed

several K mart stores and K mart and supervised two K mart districts.

Mr. Glotes has a BBA degree from Baylor University.



Patrick W. Seibert has been promoted to General Merchandise Manager, Designer Depot. He will head up the New York buying office staff and supervise all the buying.

Mr. Seibert joined K mart Apparel in 1967. He has served as a Department Manager and Supervisor and District Manager. In 1974 he was transferred to the North Bergen Office and served as an Administrative Assistant to the General Merchandise Manager. He has also served as Associate Buyer. In 1976 he was promoted to Buyer of Ladies' Blouses and Shirts and in 1978 to Buyer of Domestic Knit Tops. He has served as Merchandise Manager for Department 70 since 1980.



Donald E. Metz has been promoted to Merchandise Manager for Men's and Boys' Wear, Hosiery and Fashion Accessories, Designer Depot and will work out of the New York buying office.

Mr. Metz joined K mart in 1960. He has managed Kresge, Jupiter and K mart stores, served as District Manager in the Central and Midwestern Region, Jupiter Merchandise and Operations Manager at KIH, Buyer, and Advertising Coordinator of Softline Departments. He has served as K mart Apparel Sales Promotion and Advertising Manager and Merchandise Coordinator, Departments 28-30-46, National Brand and Designer Merchandise.



Eugene E. Smith has been promoted to Merchandise Manager for Ladies, Girls, Infants and Toddlers, Designer Depot and will also work out of the New York buying office.

Mr. Smith started with K mart in 1968 as a management trainee. He served as Department Manager and District Manager and in 1973 was promoted to Assistant Sales Director. In 1976, he became Regional Merchandise Manager in the Midwestern Region and a year later returned to the North Bergen office. He has served as Buyer of Skirts, Daywear, Sleepwear and also Buyer of Matchmates and Coordinate Group.



Christine E. Baldassare has been promoted to Merchandise Associate, Designer Depot. She will work with Mr. Eugene Smith in Ladies, Girls, Infants and Toddlers out of the New York buying office.

Ms. Baldassare joined K mart Apparel in 1975 as a management trainee. After serving as an Assistant Manager, she was promoted to Department Manager in 1977. Since June 1978, she has been an Assistant Buyer in the North Bergen office.



Gerald A. Beeler has been promoted to Manager - Display Signing.

Mr. Beeler has been with K mart since 1955. After managing several Kresge and K mart stores, he was promoted to Associate Buyer in 1971 and in 1975 to Manager of the Display Department.



Leroy J. Shaver has been promoted to Manager - Promotional Materials.

In 1949, Mr. Shaver joined K mart. After managing two Kresge stores he served as Assistant to the Buyer at KIH, Associate Buyer and Associate Buyer and Coordinator for the Schiller and K mart Enterprises Division, Associate Buyer first in the Record Department and then Packaged Delicatessen, Beer and Wine Department.



Pamela C. Welch has been promoted to Operations and Procedures Manager. She has been with K mart since 1968 and has extensive store background as well as many years experience here at KIH.

Ms. Welch will continue supervising ARMS and will take on added responsibilities relative to providing support to the stores and the buying offices concerning the future implementation of new systems.



Leonard J. Maida has been promoted to Decentralized Systems Manager.

Mr. Maida started with K mart in the Treasurer's Office in 1971. He holds a BBA and an MBA from Michigan State University. Mr. Maida was appointed to Assistant Treasurer in 1973. He then joined the Management Training Program in

1981, where he has since been getting store experience.



Susan S. Hayes has been promoted to Centralized Systems Manager.

Ms. Hayes started with K mart in 1972. Her background includes Department Manager, Fashion Accessories District Manager and Regional Merchandise Manager in the Southern Region before coming to KIH in 1979. Her experience in the Centralized Merchandise System area includes Planner, Merchandise Coordinator and Assistant to Manager of Centralized Merchandise Systems.



James A. Rachwal has been promoted to MOPS Development Manager. He has been employed with K mart since 1962.

Mr. Rachwal will be responsible for the MOPS development from a technological standpoint. He will continue to work closely with all buying offices and CSD.



Christine Cielak has been promoted to UPC Manager.

Ms. Cielak began her career with K mart in 1971. She was an office bookkeeper for a K mart store and has helped open new stores on the KIH System. She joined the Corporate Merchandise Systems staff in 1981 as a K mart trainer and was then promoted to UPC Coordinator in 1983.



Reneva L. Jackson has been promoted to Merchandise Systems Training Manager. She started with K mart in 1968.

Ms. Jackson will be responsible for the development of all training programs, procedure manuals, scheduling and implementation of all store systems relative to Point of Sale.



Alice E. Schurrer has been promoted to Store Procedures and Support Coordinator.

Ms. Schurrer has been with K mart since 1979 and has served in various capacities including the writing of store procedures. In her new capacity, she will supervise ARMS and support the KIH System, as well as MOPS, Scanner and Merchandise Processing.



Richard C. Forner has been promoted to Point of Sale/Cash Register Manager. He has been employed with K mart since 1962.

Mr. Forner has a very extensive background in Systems Development relative to store office, checkouts and cash register procedures. In his new capacity, he will continue to be involved in the existing cash register programs, as well as providing the necessary input in future POS/cash register development.



Ruth A. Gorka has been promoted to Scanner Ordering Systems Coordinator. She has been with K mart since 1970. Ms. Gorka will be in charge of the ongoing maintenance of the Scanner Ordering System as well as the implementation of new procedures relating to its use.



Dorothy A. Brandes has been promoted to Vendor Transmission Coordinator. She started with K mart in 1973. Ms. Brandes will be responsible for the continued development of vendor transmission capabilities between KIH and vendors. The ongoing development of this program will dramatically reduce the flow of paper, while at the same time improve our merchandise turn-around time.



Wilma J. Williams has been promoted to MOPS Buying Office Training Coordinator. She started with K mart in 1963. Ms. Williams will supervise the implementation and training related to the further development and refinement of the Merchandise Order Processing System.



Susan J. White has been promoted to Centralized System Merchandise Coordinator. Ms. White started with K mart in 1973. Her background includes store experience, Fashion Accessories District Manager in the Central Region and having Cross Training with K mart Apparel. Ms. White reported to KIH in 1982 in Fashion Accessories Operations and K mart Apparel Operations.



Russell R. Rumley has been promoted to Merchandise Coordinator of N.F.L. (Name For Less) Program. He will work out of our K mart Apparel Office in North Bergen, New Jersey. Mr. Rumley joined K mart in 1964. In 1965 he became a Men's Wear Department Manager. Mr. Rumley worked as a Traveling Supervisor of Men's Furnishings in 1966. After being promoted to an Assistant to Buyer, Mr. Rumley was assigned his present position of Associate Buyer in 1968.



Wayne C. Sales has been promoted to Senior Buyer of Sporting Goods. He has been Sales Manager for K mart Enterprises since 1981. Mr. Sales started with the company in 1968 as an employee at K mart 4084 Lynchburg, Virginia. He went into Sporting Goods Management Training in 1969 and was promoted to a Department Manager in 1970. He has managed the Sporting Goods Departments at two K mart stores before being promoted to District Manager in 1973. He was promoted to Assistant Buyer in 1976 and Buyer in 1977.



Kenneth E. Ryland has been promoted to Automotive Hardparts Buyer for the KE Division. He was formerly the Automotive National Service Manager.

Mr. Ryland started with the company in 1969 as a Service Manager at K mart 4258, Akron, Ohio. After managing stores in Ohio and Michigan areas, he was promoted to District Manager in the Central Region in 1971, and to Assistant Regional Manager in 1973. In 1973, he was promoted to Automotive Regional Manager in the Eastern Region. He was promoted to Automotive National Service Manager in 1980.



John W. Gallup has been promoted to Sporting Goods Buyer. Prior to this promotion he was a Regional Merchandise Manager in the Central Region.

Mr. Gallup started his Sporting Goods training at K mart 4192 Southfield, MI in 1971. After managing the Sporting Goods Department at two K mart stores he was promoted to Sporting Goods District Manager of the Flint, MI District in 1976. He was then promoted to Regional Merchandise Manager in 1979.



Raymond T. Weber has been promoted to Buyer in Department 33 Packaged Delicatessen, Beer and Wine. Mr. Weber joined K mart in 1948. After managing several Kresge, Jupiter and K mart stores, he served as District

Manager in the Central Region and in 1974 was promoted to Security and Safety Director at KIH. Mr. Weber was promoted to Buyer of All Store Equipment and Supplies in 1977.

Murton E. Katt has been promoted to Associate Buyer in Department #46 Men's and Boys' Wear.

Mr. Katt joined K mart in 1969. He served in merchandising positions of the Schiller Division in Handbags, Hats, and Scarves. He has also been responsible for Hair Goods at the Schiller Warehouse. Mr. Katt was promoted to his present position of Associate Buyer of Fashion Accessories at KIH in 1982.

Ronald E. Menard has been promoted to Associate Buyer in Department #46 Men's and Boys' Wear.

Mr. Menard began his career with K mart as Director of Merchandising Operations, Fashion Accessories in the Eastern Region in 1972. In 1976 he served as Fashion Accessories Regional Manager in the Eastern Region. Mr. Menard was promoted to his present position as Associate Buyer in Fashion Accessories at KIH in 1982.

Gary A. Hague has been appointed to Associate Buyer in Department 6 Small Appliances.



Darrel U. Schmidt, Director of Store Merchandising has been promoted to Director of Store Operations in the Midwestern Region.

Mr. Schmidt started with K mart in 1955. During this time he has managed three Kresge stores, one Jupiter store and three K mart stores. In 1975 he was appointed District Manager in the Midwestern Region. In 1981, he was appointed Director of Store Merchandising.



George W. Gryson Jr. has been promoted to Director of Store Merchandising in the Midwestern Region.

Mr. Gryson started with K mart in 1965. After managing several Kresge and K mart stores he was appointed District Manager in the Midwestern Region in 1978.

Larry D. Williams, Manager of K mart 3271 Franklin Park, Illinois has been promoted to K mart District Manager in the Midwestern Region.

Mr. Williams started with K mart in 1961. During that time he managed one Jupiter store, three Kresge stores and one K mart. In 1975 he was appointed to District Manager in the Midwest and in 1978 appointed to K mart 3271.

## Additional responsibilities

Victor A. Gajda, Director of Corporate Systems Development, will join the Centralized Merchandise Development Committee to enhance this area within the Point of Sale development effort. This is in addition to his present responsibilities.

## Anniversaries

Walter B. Becker, EEO, East Brunswick, NJ, 35 Years.  
Jo Anne Miller, Kresge 171, Lancaster, OH, 35 Years.  
Edith M. O'Neill, Kresge 14, Wheaton, MD, 35 Years.  
Beatrice M. Reinhard, Kresge 119, Watertown, MA, 35 Years.  
Kathleen C. Taylor, K mart 3122, Newport News, VA, 35 Years.  
Betty L. Doolittle, Kresge 158, Portsmouth, OH, 30 Years.  
Donald E. Gephart, FWDC, Fort Wayne, IN, 30 Years.  
Janette B. Farewell, K mart 9179, Plant City, FL, 25 Years.  
Anne M. Flammendo, K mart 3688, Menasha, WI, 25 Years.  
Carolyn L. Harris, Kresge 463, Cary, NC, 25 Years.  
Sam M. Kenney, Kresge 495, Hagerstown, MD, 25 Years.  
Jacqueline S. Lamberti, K mart 7436, Dallas, TX, 25 Years.  
Hilma E. Smith, K mart 4000, Charlotte, NC, 25 Years.



Harold E. Isler,  
K mart Canada Ltd.,  
Brampton, ONT,  
30 Years.



Mary Lew Jordan,  
K mart 1077,  
Maurice, OH,  
30 Years.



Mary E. Lewis,  
Kresge 211,  
Detroit, MI,  
30 Years.



Glenn B. Smith,  
K mart Apparel,  
North Bergen, NJ,  
30 Years.



Charles E. Walker, FWDC,  
Fort Wayne, IN, 30 Years.  
Russell Nickman, K mart 4431, Richmond, IN, 30 Years.



Alpha F. Brownson,  
K mart 4084,  
Lafayette, IN,  
25 Years.



Lonnie A. Chester, K mart 3511, Knoxville, TN, 25 Years.  
Keith R. Costine, K mart 4071,  
Wichita, KS,  
25 Years.



Evelyn M. Schaefer,  
K mart 4171,  
Wichita, KS,  
25 Years.



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# THE IDEAL

At a recent checkout meeting at K mart 9628, Newberry, South Carolina, each person was to write what they thought an ideal checkout operator ought to be. This is a summary of their remarks.

**A**n ideal K mart checkout operator is neat, clean and has a pleasant personality. They follow instructions well while remaining friendly and cooperative with co-workers.

The checkout operator greets the customer with a smile and a kind word. They give their customer undivided attention while sounding off and pressing the correct keys after observing any changed price or attempted theft. They do not keep the customer waiting unnecessarily and they are able to maintain their composure should an irate customer provoke them.

They have qualities of being friendly, courteous, efficient and honest. The ideal K mart checkout operator always completes the sale with a smile and by saying *Thank You For Shopping At K mart.*

K Mart is published, or more a year by K mart Corporation, 1440 W. Big Beaver, Troy, MI 48068 in the office of Harold E. Wilson, Senior Vice President Personnel and Management Development. Circulation 101,700. Copyright 1980.

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